

ABSTRACT

An apparatus and method for displaying broadcast information of a television is disclosed, which easily and swiftly provides information corresponding to a video image of a presently airing broadcast television program. The apparatus and method includes a broadcast service provider transmitting broadcast signals of each broadcast program including region information (information indicating a region whereby specific information exists) and specific information for each region, and a television receiver for receiving broadcast signals transmitted from the broadcast service provider, video processing the received broadcast signals and displaying them through a screen, and displaying specific information of a corresponding region when a user selects a certain region on the screen, thus increasing the convenience of the user.